

City of Milwaukee License Division

Quarterly Newsletter



Summer 2016

From the License Division Desk

Welcome to the first installment of our License Division's quarterly newsletter. Thank you for making us a part of your day! The goal of this newsletter is to keep businesses and community members up-to-date on all matters relating to licensing in Milwaukee.

Here in the City Clerk's Office, we take pride in our relationship with Milwaukee's business community. The License Division probably is not your first thought when planning or expanding a business, but our programs and staff are integral to getting your business started and operating on the right foot.

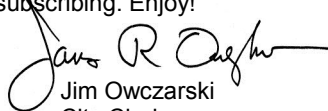
With all the work that goes into making a business successful, we want to make sure that your experience with City Hall is stress-free, straightforward and professional. With this in mind, our staff will be putting together all the most helpful content each quarter and delivering it right to your inbox!

In each quarterly newsletter you can expect:

- Information on License Committee meetings
- Updates on state and local law changes affecting your business
- Answers to common questions or concerns
- An introduction to community programs and other useful resources
- Information on the latest License Division programming and events

You are joining an amazing community of entrepreneurs, businesses and community resources who want to see you succeed. I hope you find this newsletter a valuable source of information.

Without further ado, welcome and thank you for subscribing. Enjoy!


Jim Owczarski
City Clerk

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We strive to make your experience at City Hall as quick and easy as possible.

If you have any questions or suggestions, please call 286-2238 or email license@milwaukee.gov



Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions such as: Do I need a license? What does my license allow me to do? What is the status of my license?

More information is available on the License Division website at <http://milwaukee.gov/license>.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Upcoming Events

Are you trying to start a new business? Have you been struggling to make sense of regulations relating to an existing business? **The Licensed Premises Pivot Program** can help you cut through the red tape and get your business operating successfully.

If you have questions about getting a license or permit, resolving a problem, understanding rules and regulations, or just want the latest information on best practices, we can help you put your best foot forward.

The Pivot program is available to business owners, managers or other relevant employees (up to 3 per business) for any tavern, liquor store, convenience store or gas station. The program is completely free!

Thank you to all the businesses attending our May 19 and June 27 programs, and thank you to Council Members Pérez and Coggs for your support! Dates and times for upcoming events are provided below. We will notice businesses located in relevant Aldermanic Districts when details are finalized.

Upcoming Pivot Programs

- Thursday, July 21 (2 p.m. to 5 p.m.) – East Library, 2320 N. Cramer Street
- Tuesday, August 23 (9 a.m. to noon) – Water Tower (3rd floor), 4001 S. 6th St.
- Tuesday, September 20 (5 p.m. to 8 p.m.) – City Hall, 200 E. Wells St.
- Thursday, October 13 (2 p.m. to 5 p.m.) – Phongsavan Asian Market, 6300 North 76th Street
- Tuesday, December 6 (2 p.m. to 5 p.m.) – Ignace Indian Health Center, 930 W Historic Mitchell St.



Briefs

New and important information you need to know.

City Code Changes

- **File #151387:** Exempts a food peddler holding a state mobile retail food establishment license from obtaining a temporary food dealer license, a seasonal food dealer license or a food peddler permit. (Passed on February 9, 2016)
- **File #151458:** Revises various recycling, salvaging or towing license regulations. (Passed on February 9, 2016)
- **File #151527:** Exempts a food peddler holding a state mobile restaurant license from obtaining a temporary food dealer license, a seasonal food dealer license or a food peddler permit. (Passed on March 1, 2016)
- **File #151743:** Relates to amusement machine or jukebox distributor licenses. (Passed on April 15, 2016)
- **File #151751:** Relates to general penalty provisions in ch. 85, license and permit procedures. (Passed on April 15, 2016)

State Law Changes

2015 Wis. Act 275: Enables the City of Milwaukee to revoke, suspend or refuse to renew a tobacco license based on certain tobacco violations or criminal activity. (Passed on March 22, 2016)

Note: Licensees are responsible for knowing and abiding by current ordinances, statutes and other regulations.

Featured Program

Respect 21 and MARTS

The City of Milwaukee takes underage drinking and the sale of tobacco to minors very seriously. Undercover checks on licensed alcohol beverage establishments and stores that sell tobacco occur regularly and the forfeitures for being found in violation of Chapter 90 (liquor laws) and Chapter 84 (cigarettes and tobacco) of the code can be very expensive. Establishments found in violation may also face suspension or not have their license renewed.

In March 2015, the City introduced the Respect 21 program, operated by the Responsible Retailing Forum (a Massachusetts non-profit). Licensed premises sign up anonymously for undercover "mystery shoppers" to conduct random compliance checks from individuals who are of legal age but appear to be under 21 and who attempt to buy alcohol. The results are kept confidential and the feedback is immediate. Respect 21 is a great way for establishments to confirm their employees respect the 21-year-old age restriction on alcohol sales.

In June 2015, the City expanded its relationship with the Responsible Retailing Forum and created MARTS ("Milwaukee Achieving Responsible Tobacco Sales"), a program aimed at ensuring compliance with underage sale of tobacco and single cigarette laws. Here, the "mystery shoppers" are of legal age but appear to be under 18 and attempt to buy cigarettes. As with Respect 21, MARTS is a great way for establishments to confirm their employees respect tobacco laws.

Businesses that have enrolled in the programs have improved their overall business practices, demonstrated their commitment toward responsible retailing and seen noticeable improvement in their clientele's behavior. Over the last year and a half, businesses enrolled in either program have had a significant decrease in citations issued to both the business and its patrons. This improves both the business's licensing standing and overall public health while allowing the City to allocate its police resources to other public safety matters.

If you enroll, be sure to include your enrollment with your renewal application so you get credit for your proactive work toward abating underage drinking and tobacco use in Milwaukee.

For more information and to enroll, visit the Responsible Retailing Forums website at www.RRforum.org or contact the program coordinator, Assistant City Attorney Nick DeSiato, via phone (414-286-2638) or email (ndesia@milwaukee.gov).



Licensing Notes

Upcoming License Committee Meetings:

- September 6
- September 27
- October 18
- November 29

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. For example, a hearing may be scheduled if there is a change to the terms of your license, an objection was filed or there was certain documented police activity filed involving your premises. Keep this in mind and plan ahead! The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend the hearing, but would like to communicate your support or objection to a pending license, email your input to your local Council Member.

Recent Disciplinary Actions

License suspensions and revocations, Spring 2016.

- **Candela's** – 2537 W. National Ave.
[File # 151770](#): 30-day suspension (Class B Tavern, Food Dealer & Public Entertainment Premises)
- **Econo Lodge** – 6541 S. 13th St.
[File # 151666](#): 45-day suspension (Hotel/Motel)
- **Texas J's** – 813 S. 1st Street
[File # 160154](#): 90-day suspension (Class B Tavern, Food Dealer & Public Entertainment Premises)
- **The Fox** – 421 W. Keefe Ave.
[File # 151666](#): 20-day suspension (Class B Tavern & Public Entertainment Premises)



Community Spotlight

Safe and Sound on...Convenience Stores

Convenience stores play an important role in Milwaukee's neighborhoods. They serve as a resource for various goods and services, and they are usually in walking or short driving distance from one's home. Because of this, corner stores have the ability to be the center of positive commerce and interaction in a neighborhood. They can also just as easily be the source of chronic problems in a community.

Convenience stores, like any local business, have a responsibility to provide safe, clean spaces for the exchange of goods and services. Conversely, community residents provide support to convenience stores and help communicate neighborhood expectations. Safe and Sound operates in this intersection between residents and businesses, and we take this responsibility seriously.

Safe and Sound was established in 1998 as a pilot initiative to reduce crime in high-crime (generally low-income) neighborhoods through strong public-private partnerships. Today, we focus our strategies in 8 Milwaukee neighborhoods, and serve as a resource to support good businesses and safe communities.

If you have any questions or concerns involving convenience stores in your neighborhood, please reach out to our Drug Free Communities Manager, Elena Burke at elena@safesound.org.

Directory

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Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. José G. Pérez (Vice Chair)
- Ald. Milele A Coggs
- Ald. Chantia Lewis
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7455

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3521

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy

Letters to the License Division desk.



Q Dear Andy,

Last November, I fulfilled a lifelong dream: I opened a pastry shop in Milwaukee. Business has been great. My croissants are selling like hotcakes! Just the other day, however, I received a renewal notice in the mail. I thought my Food Dealer License was good for a year. What gives?

Sincerely, Glazed and Confused

A Dear Glazed and Confused,

Donut worry! Your license is still valid. You are correct that your license is valid for one year. The License Division just needs to be sure that all steps necessary for renewal of your license are completed by your renewal data. For instance, MPD will need to run an updated police report, and – if necessary – we need time to schedule a hearing and notice interested parties before your license lapses.

Your renewal application may be scheduled for a License Committee hearing if there is an objection, you've had certain police activity at your premises or you've requested changes to the license. It sounds like your business is off to a great start, but it's worth mentioning that it's always good practice to keep in touch with your local Council Member and neighbors.

Sincerely, Andy